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CONSUMER  
MARKETING  
INFORMATION

# THE FOOD SHOPPER

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS  
UNIVERSITY OF MARYLAND, U.S. DEPARTMENT OF AGRICULTURE COOPERATING

AND

DEPARTMENT OF MARKETS

301 GUILFORD BUILDING · 2100 GUILFORD AVENUE · BALTIMORE, MARYLAND 21218



JUNE IS DAIRY MONTH

During the month of June, the food spotlight will be focused on dairy products. The dairy industry will be conducting their annual June Dairy Month campaign and the consumers' attention will be drawn to the merits of milk and other dairy products.

## FOOD VALUE OF DAIRY PRODUCTS

Milks "big four" are calcium, protein, vitamin A and riboflavin.

Calcium - Most often found low in the diet, calcium helps build and maintain bones and teeth as well as regulate muscle and nerve processes. Helps also in the clotting of blood.

Riboflavin - The keep young B-Vitamin needed for healthy skin and nerves.

Protein - A food nutrient essential throughout life for growth and repair of body tissues.

Vitamin A - Helps keep the skin and mucous membranes healthy and resistant to infection. Also a protection against night blindness. Whole milk or any of its products using milk or butterfat are good suppliers of Vitamin A.

## KEEP THE MILK PURE AND FRESH

Your milk supply is always pure and fresh -- keep it that way. The KEY words to remember are clean, cold, covered and dark.

.....Putting milk in the refrigerator as soon as possible keeps the flavor sweet and preserves valuable nutrients.

.....Your milk keeps longer in a cold refrigerator; cold means under 40° F.

.....As little as half an hour in the sun light can make sweet milk develop an off flavor.

.....Closing the container after use will make sure that the good flavor stays in the milk.

.....Milk tastes best when it is good and cold -- straight from the refrigerator. Keep the family waiting for the milk, not the milk for the family.

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CATALOGING - PREP



HOW MUCH MILK?

These amounts of milk are usually recommended for daily use.

Children -----	3-4 glasses ( $1\frac{1}{2}$ - 2 pints)
Teen-agers -----	4 or more glasses
Adults -----	2 or more glasses
Expectant Mothers -----	4 glasses
Nursing Mothers -----	6 glasses

Of course milk products such as cheese and ice cream may contribute some of milk's important nutrients, particularly calcium and protein.

KINDS OF MILK

Same value - Different cost

One serving of fluid whole milk, evaporated milk, buttermilk, fluid skim milk, or dry milk furnishes the same amounts of calcium, riboflavin, and protein. The approximate cost per cup (8 oz.) of these kinds of milk are:

Fluid whole milk -----	\$.08
Buttermilk -----	.07
Skim milk -----	.07
Evaporated milk -----	.06
Dry non-fat milk -----	.03

MILK DRINKS

Cherry Flip - stir a tablespoon of maraschino cherry juice into a glass of milk - add a scoop of ice cream and top with a cherry.

Egg Nog - add beaten egg and confectioner's sugar to cold milk. Serve very cold with sprinkling of nutmeg on top.

Peppermint Shake - add crushed peppermint stick to milk. Let dissolve in refrigerator. Add ice cream if desired.

Strawberry Frosted - place  $1/4$  cup strawberry flavored gelatin and  $1/2$  cup boiling water in a container with a tight cover. Shake until gelatin is dissolved. Add 1 quart of milk gradually and shake well. Add 1 to  $1\frac{1}{2}$  cups vanilla ice cream and stir until partially melted. Pour into tall glasses.

*Virginia McLuckie*

Virginia McLuckie  
Food Economist  
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DRIED MILK -- A \$ \$ \$ \$ SAVER

When dried milk first appeared on the market, the flavor did not appeal to very many people. However, the process of drying has vastly improved and reconstituted dry non-fat milk is now difficult to distinguish from the fresh. It can save you money because a quart will cost  $1/3$  or less than a quart of fresh milk.

Dried non-fat milk has the added advantage of being lower in calories (one cup of reconstituted dry skim milk contains 83 calories compared with 166 calories in a cup of fresh whole milk.) Here are some of the ways in which you can use dried milk:

1. In cakes, cookies, pancakes, waffles, breads, puddings, custards, etc.
2. Dried milk mixed in with meat balls, meat loaf and hamburgers holds the flavorful juices and provides a nutritional boost.
3. Nonfat dry milk can be whipped and substituted for whipping cream in gelatin desserts and salads.

DAIRY DESSERT

Berry Cream Cake - Start with a pound cake or loaf angel food cake. Slice lengthwise in three slices. Between the layers, spread a thick layer of partially softened vanilla ice cream, sliced strawberries or raspberries slightly sweetened. Put together and add more ice cream and berries on top. Place in freezer to harden. Just before serving spread with whipped cream, slice and garnish with whole berries.



# Cheese!

## HUNDREDS OF NAMES

It is easy to understand why cheese buying can puzzle consumers. There are more than 800 cheese names from all around the world. You will find natural cheese and blends or combinations of natural cheese labeled process cheese, cheese food and cheese spread.

## FEDERAL STANDARDS

Federal standards of identity govern the minimum per cent of milkfat and moisture permissible in most varieties. Variations in milk seasonings, aging, manufacturing techniques, time of year, locality---all affect the flavor, texture and color of the same cheese.

## READ THE LABELS

Cold pack or Pasteurized Process Cheese contains about the same fat and moisture content allowed in natural cheese from which it was made.

Cheese Foods - contains about 60% of the total fat and about the same moisture content as the natural products.

Pasteurized Process Cheese Spread - contains a slightly lower fat content than found in Cheese Food, but a much higher moisture content for easy spreading at room temperature.

Imitation Pasteurized Process Cheese Spread - has a much lower fat content and possibly a slightly higher proportion of moisture than the standardized spread.

## CHEESE COSTS

To find the relative cost of various packages of cheese, compare the price of equal weights.

Aged or sharp natural cheese usually costs more than mild cheese.

Imported cheese sometimes costs more than the same variety made in the United States.

Prepackaged slices, cubed or grated cheese may cost more than wedges or sticks.

Store brands usually cost less than national brands, but there may also be quality or flavor differences.

## SERVING AND STORING TIPS

1. For best flavor, serve ripened natural cheese and cold pack and process types at room temperature--allow one to two hours for refrigerated cheese to warm up.
2. Make sure you protect cheese from moisture loss, absorption of refrigerator odors, and mold development---keep cheese in a tightly covered container, or the original wrapper.
3. If mold develops on the surface of ripened cheese, just cut or scrap it off. The cheese is still good to eat. If mold penetrates far into the interior of the cheese, then you are wise to discard it---in mold ripened cheese such as Blue and Roquefort, mold is an important part of cheese and can be eaten.

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EAT THE BASIC 4 FOODS EVERY DAY



## NUTRITION AWARENESS

- GROUP I Meat, poultry, eggs, fish, dry beans, peas, peanuts.
- GROUP II Vegetables and Fruits
- GROUP III Milk, cheese and other dairy products
- GROUP IV Breads and cereals

Eat the Basic 4 Foods Every Day along with this special symbol is the theme of the Food Council of America National Nutritional Awareness Campaign planned for September and October 1970. This will be the first of the many hundreds of recommendations that came out of the White House Conference on Food, Nutrition and Health to be acted upon. The American Home Economics Association will act as the consultant for the Nutrition Information for the Council.

The goal of the campaign is to create more interest on the part of every American in eating a balanced diet. To accomplish this goal the Food Council is urging Food Industry and related associations to use as part of their regular advertising and promotion efforts, this symbol to promote better eating. This is really an effort to get people to buy and select food from the Basic Four Food Groups to improve the nutrition of the family diet.

Be aware of this nutrition effort as you shop for food and realize you can get all the recommended nutrients from the food sold in your local markets.

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@ SEPTEMBER IS BETTER BREAKFAST MONTH @  
@  
@ WHAT IS A GOOD BREAKFAST @  
@  
@ A good breakfast includes fruit in @  
@ some form, bread made from whole-grain @  
@ or enriched flour; cereal, or eggs, @  
@ meat or fish; and milk used to drink, @  
@ on cereal or in a cooked dish. A @  
@ breakfast built around these foods @  
@ with other things you like added, @  
@ gives you a good share of the vita- @  
@ mins, minerals, protein, and calories @  
@ you need daily. Breakfast should sup- @  
@ ply a third to a fourth of the foods @  
@ we need every day. @  
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